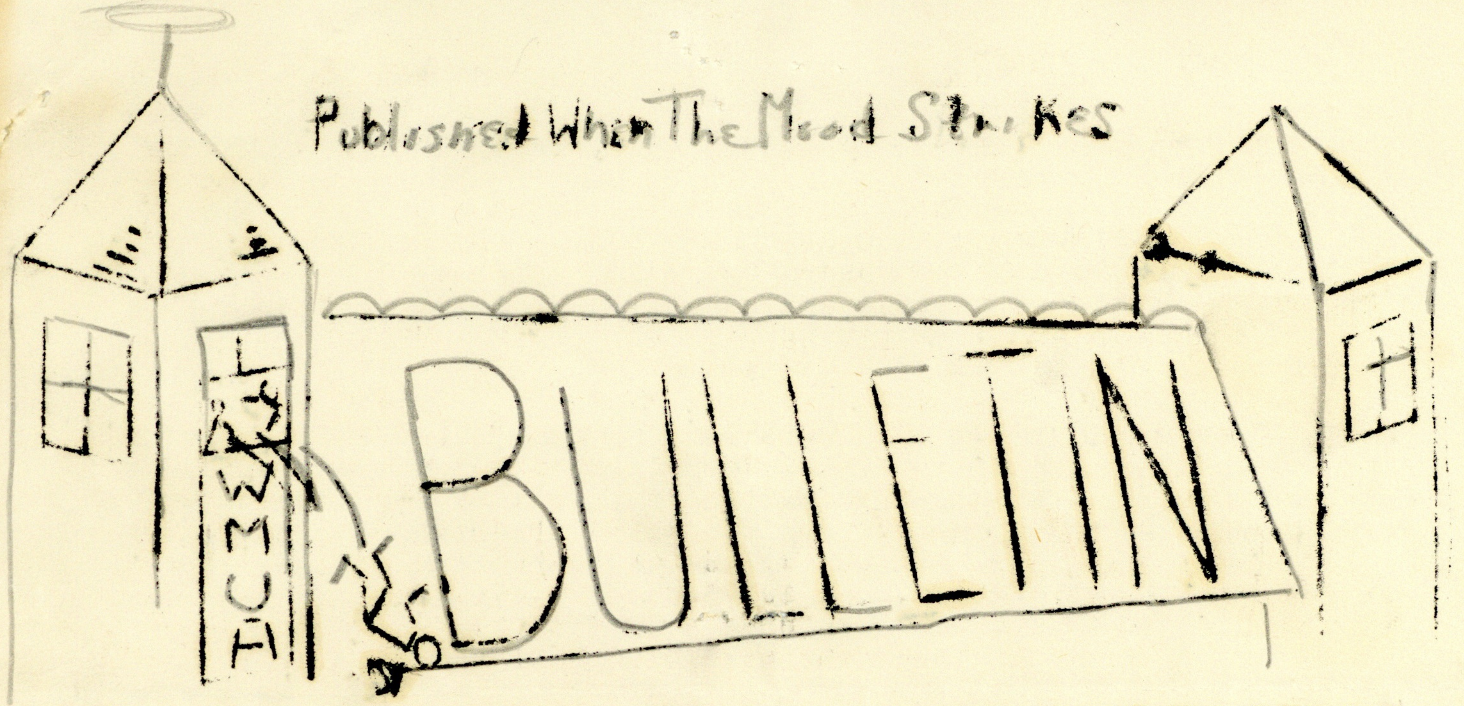

REGULAR MONTHLY FEATURE - This is the first issue of the WMUA news bulletin. We intend to make it a regular monthly feature, containing news and articles of primary interest to station members. We habe set high literary standards for the paper. We will not - no, not ever split two letter words at the end of a line. We shall never mis-spell a word (purposely, that is; Misspellings will be a result of errors on the part of our underpaid typesetters).

We suspect the large amount of talent at our disposal will make us as unique and varied as that other great periodical, the New York Times.

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STATION MANAGER PLANS FOR BETTER RELATIONS - The emphasis for the coming year will initially be on better station planning and organization. Secondley, the publicity and personnel sections must be made more effective. We have people who have been working against great odds in these sections and it is time to clear the red tape from their paths.

Better publicity and better personnel results in better programs and public relations. Publicity makes programmihg more effective, and personnel provides the peeople to make the improvements.

WMUA, this coming year, is starting with the most complete schedule we have ever had. Our relations on campus are the best since the Spring of 1952, and we have a well-trained staff. A close-knit, smooth run organization will again assure WMUA the prominent position that it has held on campus in the past.

* * * * *

JAZZ KING NOW CHIEF - Chief operator, Brian Boucher, has suggested that each member of the station make it a point to telephone friends who are coming to the University as Freshmen this fall, offering assistance, advice, and an invitation to visit WMUA . Brian pointed out that while it is very easy for us to sit back and say, " let the new members come to us", the most effective way, the way that gets not only the biggest results but also the most capable people, is to approach perspective members personally. We are not trying to get every member of the Freshman class to join WMUA, but we do want every member of that class to be acquainted with WMUA, support it, and take an inerest in it - recognising its importance both to its members and the campus.

* * * * *

Brian intends to stress the value of holding a license and has the full support and cooperation of Production Manager, Betty Sweeny. He is also going to encourage presen license holders to obtain a higher license.

* * *

WMUA PRODUCTION PLANS - WMUA'S NEW PRODUCTION DIRECTOR, Betty Sweeny, states that, although her major goal will be good programming, she has reached few major decisions and she is going to spend the summer studying all phases of this complex subject. She is interested in expanding present broadcasting, when it is feasible to do so, in order to allow for a wider variety of programs and thus provide a greater challenge to the ability of both operators and production personnel.

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DORM REPRESENTATIVES PLAY IMPORTANT PART - Next Fall you might be asked to take a job as station representative of your dorm. This is a new position that promises to be a very important part of WMUA plans this Fall. The idea is to have a representative located in each dormitory. He (or she) will be given an identification sticker for his door and will be advertised around the dormitory as the "person" to see about anything that concerns WMUA convertor problems, requests for Crazy Rhythms, criticism, etc.

He will be, not only the official WMUA representative, but also WMUA'S link with its own members.

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CONTRIBUTIONS WANTED FROM STATION MEMBERS - Gossip, news, criticisms, suggestions, jokes, and any other items connected with radio broadcasting, our station, or station members, is acceptable. You are encouraged to start a monthly article, perhaps along the line of something you see in this issue. You are not required to sign your contributions but all must be in good taste. Literary style means nothing, it's the ideas that count.

WMUA'S journalistic experts will be pleased to proof-read your work free of charge.

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QUICK ACTION - EFFORT TO AVERT NATIONAL CRISIS - Alanzo W. Phipps, editor-in-chief of the WMUA Bulletin, announced at a banquet honoring the first issue which was soon to be sent to press, that it wasn't the purpose of the Bulletin to compete with the Collegion or the New York Times, but rather to provide information that was unobtainable in either. He stated that one of the minor objectives of the Bulletin will be to push the sales of the Collegion.

He further stated that on no account will the Bulletin's circulation be allowed to exceed ten thousand without special approval of the Campus Senate, and the express consent of the Collegion and the New York Times.

The reaction caused by this announcement was tremendous. Mr. Phipps was accused by WMUA production director, Miss Elizabeth Sweeny, of having "sold WMUA down the river for his own personal gain". University officials promised immediate investigation; and from Capitol Hill, tightlipped officials offered no comment. But, it has been speculated that this may set off another wave of investigations of Communism in influential places.

Phipps, who has retained his title but has been placed for an indefinite period on inactive status, has denied that his intentions were any but the most honorable. "I was only thinking of WMUA", he said.

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ANNOUNCED AND CARRIED OUT - BOB HARTWELL, last years production manager, and BETTY SWEENY, this coming years production manager, announced and carried out their intention to be married this summer. The happy date was the 10th of July. This union of production managers should result in some prolific productions.

Excuse the pun, kids (Kids! What are we saying?). Seriously though - Bob, Betty, - we all wish you the very best in the years to come, and hope that your way will be a smooth way.

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ATTENTION - All persons who have been signed out for keys to the South College, Studios, and the office, should turn them in, at once, to Professor Wyman.

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CONTRIBUTORS - Labor troubles made us delay some articles until the next issue.

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STAFF LISTING FOR '54-'55 - The persons listed below have been appointed to the positions shown under the designated elected officers. This is a general staff listing for the school year of 1954-1955.

<u>STATION MANAGER'S STAFF</u> * J.S. Larson....Station Manager

Special Services-
Publicity - Marie Peterson
Personnel - Dale Fleming

<u>ADMINISTRATION DEPARTMENT</u> * Anne M. Parnin....Treasurer

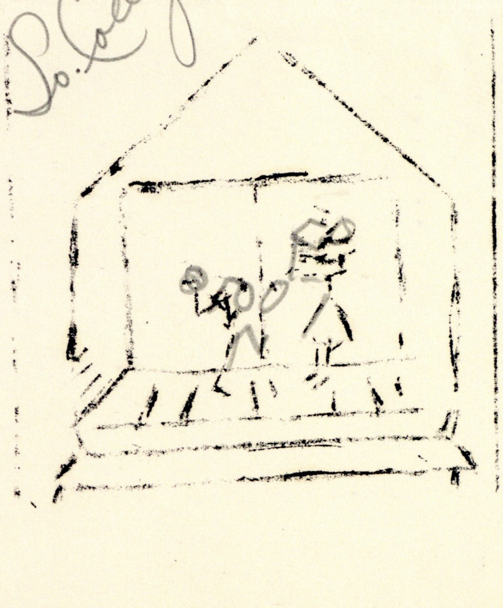
Business Manager - Faith Shuman
Publications - Charles T. Wissenbach

<u>TECHNICAL DEPARTMENT</u> * Act. Tech. Director * Wissenbach

Chief Operator - Brian Boucher
Chief of Remotes - Peregrine B. White
Chief Technician - Michael Roman

<u>PRODUCTION DEPARTMENT</u> * Betty Sweeny....Production Director

Program Manager -
Special Events - Phil Shepardson
Chief Announcer - Mike Ferber
Continuity - Jean Carney
News - Ronald Lowe
Sports - Norm Marcus
Record Librarian - Beverly Ensher
Classical Music - James Stewart
Jazz Music - Brian Boucher



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Signed Joseph S. Larson
Station Manager

AMESBURY, MASS.
AUG 16
5-PM
1954

Janet Nichols
119 West St.
Southbridge, Massachusetts